

Notice of References Cited		Application/Control No.	Applicant(s)/Patent Under Reexamination SELF ET AL.	
		10/064,959	Examiner	Art Unit 3623
		Alison Karmelek		
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	U	Di Benedetto, C. Anthony. "Identifying the Key Success Factors in New Product Launch." Elsevier Science Inc. 1999. p.531-544
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.